

Term Paper and Bachelor Thesis

Chair of digital Marketing

Prof. Dr. Reto Hofstetter

Contents

1. Team
2. Objective & key data
3. Topic identification
4. Research concept
5. Tips for writing the paper
6. Successful research?

Team



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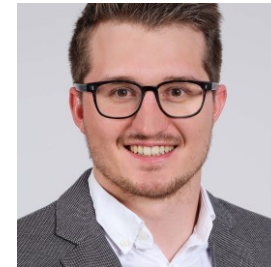
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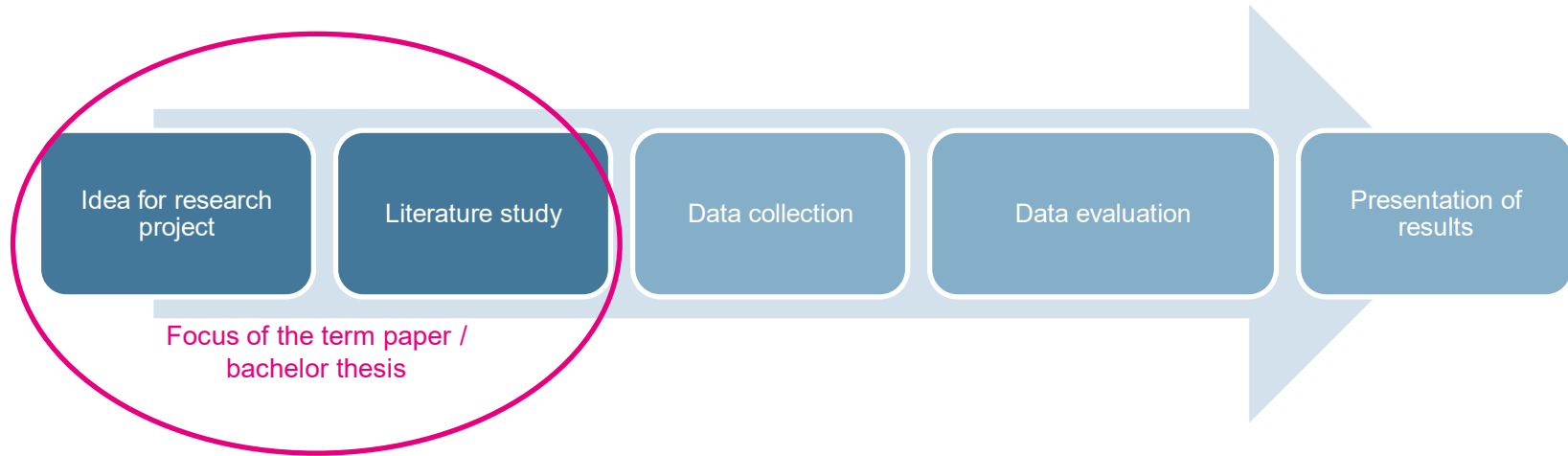
2. Objective

- **Creation of scientific papers on a relevant topic in marketing management / consumer behavior**
- Practice of the first (important) step of scientific work
- Topic-specific **reasoning and discussion**
- Ability to criticize, **critical comparison**
- Quick **familiarization and structuring** of a topic

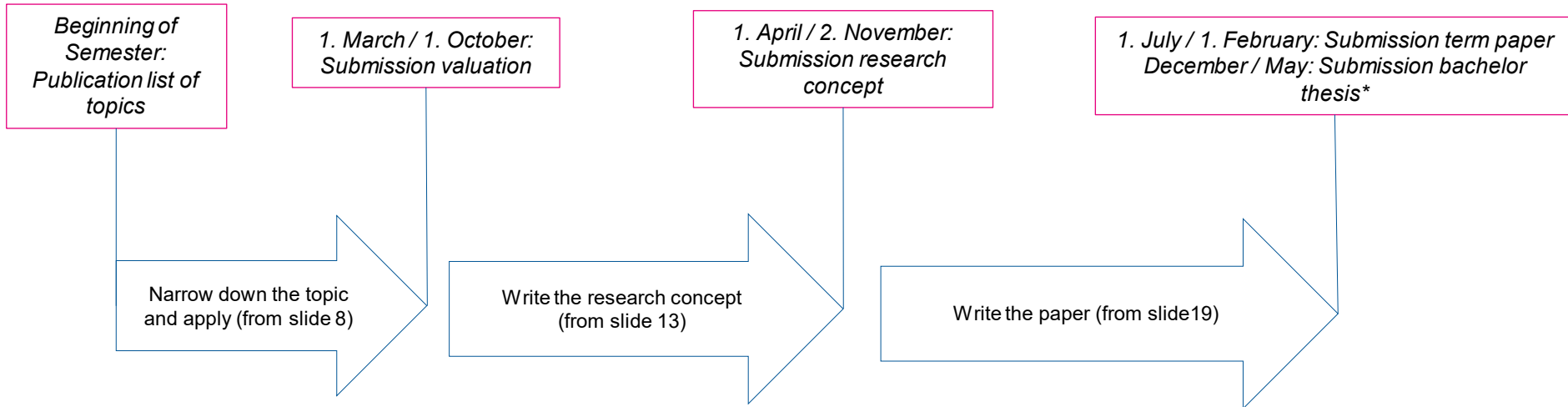
Students should learn to present a topic of high complexity in a structured manner, to discuss and to classify it in the overall context.

2. Objective

Ideal-typical sequence of a research project in empirical social research:



2. Key data: Term paper / bachelor-* / master thesis**



*The exact dates for submitting the bachelor thesis are published by the Dean's Office.

**Students who would like to write a master thesis at the chair are welcome to contact digitalmarketing@unilu.ch. There will be individual agreements regarding the specific period of time.

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3. Topic identification: Procedure

- The list of topics from the chair is published on [the chair's website](#) at the **beginning of the semester** (February and September)
- The list of topics serves as a rough guide: The specific research question is worked out by the students (Tips for developing the research question can be found on the following slides)
- Students apply for the desired topic as follows (several applications are possible, stating priorities; max. 3):
 - Short motivational statement for the topic
 - Naming the narrowed research question – requirements: maximum 200 words
- Application deadlines: 1. March and 1. October
- Selection procedure: Applicants will be informed within a week whether the paper can be written

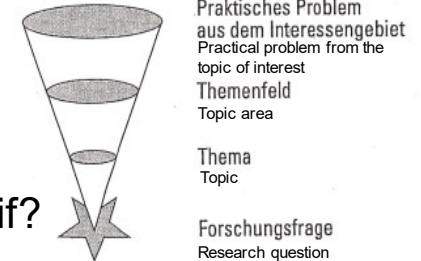
3. Topic identification: From the idea to the research question

How do I formulate and justify a research question?

1) What do I want to find out?

- Consult literature (research gaps)
- Pick up on practical problems -> look out for problem solutions
- Ask journalistic questions: Who, what, when, where, how, why, if?

Eingrenzung der Forschungsfrage
Narrow down the research question



Sachs und Hauser (2002, S. 84)

E.g.: “How does exam anxiety affect the performance of students in various types of first year exams?”

3. Topic identification: From the idea to the research question

2) Why is the topic relevant?

- For you personally and for potential readers
- Theoretical and practical relevance
- Topicality
- Reference to the state of discussion in the subject area
- Newsworthiness

E.g.: “Readers should learn that the often cited statement, that a medium level of fear is performance-enhancing, is misleading and that both students and lecturers can take fear-reducing measures.”

3. Topic identification: From the idea to the research question

Three steps	Three key questions	Editorial help
Formulate a specific topic	What is the issue?	«I am investigating...»
Formulate a clear research question	What do I want to find out? What is new for me? What do I not know yet?	«... because I want to find out who, what, when, where, how, why, if...»
Theoretical and possibly also practical justification for the research question	Why is the research question relevant to readers at all? What do I want to let the reader know? What do I want to encourage the reader to do?	«... to help readers understand why / how / where ...» «So that readers do / undertake following: ...»

Metzger, C. (2008). Lern- und Arbeitsstrategien (10. Auflage). Oberentfelden: Sauerländer

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4. Research concept: Procedure

- After the topic has been approved (within 1 week after submitting the application), the students write a research concept of max. 5 pages (information on the development of the research question can be found on the following slides)
- Deadline: 1. April and 1. November by email to the supervisor
- Discussion: The discussion date is set with the supervisor

4. Research concept: Work steps

- Read, get an overview
- Literature research, core literature (tips for research starting from slide 30)
- If necessary, delimit / limit the topic
- Elaborate ...
 - ...on the central object of investigation
 - ...on the structure
 - ...on the core content

Template research concept

1. Topic of the paper or rather suggested topic (short, concise wording)
2. Justification of the topic
 - Showing the scientific problem: Clarifying the importance of the topic
3. Current state of theory and possibly practice
 - Brief overview of the state of research and discussion on the topic of the work and possibly the situation in practice
 - Overview of the relevant scientific literature and other sources (e.g. existing test results, documents)
4. Objective of the work
 - Which key question(s) should be answered in the paper? Planned independent achievements; desired verifiable results
5. Need for investigation and clarification
 - What should be examined / clarified / treated and why?
 - Brief description of the main questions and problem areas
6. Working tools to solve the problem / question
 - How should the desired results be achieved?
 - Which investigation methods (interviews, surveys, own surveys etc.) and / or instruments (theories, methods, procedures, models, etc.) do you want to use to collect information and solve the problem(s)?
 - Brief description of the methodological approach
7. Rough breakdown
 - Rough design from which i.a. the recognized subtasks and questions to be clarified are evident. Approx. 4 sentences per bullet point
8. Terminated work schedule
 - Planning the essential work steps over time based on the rough breakdown
9. List of viewed literature / material
 - Brief overview of the most important sources of literature and other information (e.g. preparatory work with and / or from the practice partner)

4. Research concept: Develop hypotheses

What types of hypotheses can be distinguished?

Distribution hypothesis (lowest hypothesis level)

- The majority of Swiss companies use a standardized product development process (PDP).
- The proportion of 50- to 59-year-olds who use the Internet will increase from 62% today to 72% in the next 10 years.

Correlation hypothesis (same features, directed correlation)

- The more process innovations are generated, the more robust the generated products are (provided that a qualified test method is used).
- The higher the level of education of a person in the 50+ target group, the higher the likelihood of using the internet.

4. Research concept: Develop Hypotheses

Impact hypothesis (directed correlation, cause-and-effect relationship)

- If companies standardize procedures and the use of methods within the scope of the PDP, they show a higher innovation rate.
- If a member of the 50+ target group who is active on the Internet is socially isolated, he or she will use Internet chat functions more often.

Difference hypothesis (Assumption: objects in different classes differ significantly in terms of defined characteristics)

- Large companies use a standardized PDP more often than small companies. Customers from the 50+ target group who are satisfied with the design and content of an Internet portal have a significantly higher frequency of visits to this Internet portal than dissatisfied customers from the 50+ target group.

Töpfer, A. (2009). Erfolgreich forschen. Ein Leitfaden für Bachelor-, MasterStudierende und Doktoranden. Berlin, Heidelberg: Springer.

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Edit literature / articles: When to read and how?

Typical structure of an (empirical) journal article

- Title
- Abstract
- Introduction
- Theoretical Framework / Conceptual Background / Hypotheses development
- Method
- Results
- Discussion / Summary / Conclusion
- Future Research

Work step	Working document	Focus when reading on
Search for suitable literature	Bullet point version (BPV), lit. table	Journal, Title, Abstract
Structure literature	BPV, lit. table	Abstract, Introduction
Extract content Fill structure Building logic of argumentation / common thread	BPV, lit. table	Introduction, Results, Summary
Write an article	Final document	-

	A	B	C	D	E	F	G	H	I	J
			Autor	Paper	Notes	Keywords	Content	Sample	Method	Key Findings
1			Krishnan et al. 1999	Optimal Pricing Strategy for New Products. By: Krishnan, Trichy V., Bass, Frank M., Jain, Dpak C. Management Science, Dec99, Vol. 45 Issue 12.	Modelling, Price & Salespath	Generalized Bass Model, Pricing, Optimal Strategy, Diffusion	o Bass Model (1969): Appropriate Pricing Path for new products o Own Model: GBM: Effects of Marketing Mix Variables on new product diffusion o Provide an Overview of the Literature			- A monotonically declining pricing policy works better than a constant price for a new product if the price sensitivity is high, rate is high, or if both the price sensitivity and rate are moderately high. - Price benefit analysis should begin early in the product life cycle.
2			Mam et al. 2003	Pricing New Products, McKinsey o Mam, Michael V., Roegner, Eric V., Zawada, Craig C., McKinsey Quarterly, 00475394, 2003, Issue 3 http://www.ebscohost.com/ehost/detail?vid=11111&cid=11111&hid=11111&tid=11111&sid=11111	Pricing practice, WTP measurement, setting the price		- In our experience, 80 to 90% of all poorly chosen prices are too low - Companies take an incremental approach to pricing: use existing products as their reference point. Orientation on costs and competition. => underestimation of the value to the customer - Companies must know the highest and the lowest prices they could charge			- understand products benefits through market research - conjoint analysis and perceptual mapping to understand customer preferences - elicit open ended feedback to get answers
3				OPTIMAL PRICING STRATEGIES FOR NEW PRODUCTS IN DYNAMIC OLIGOPOLIES. By: Dockner, Engelbert,	Modelling, Competition	dynamic pricing, oligopoly, learning curve, differential	Determination of pricing policies for firms in oligopolistic markets.			
4			Hogan, Luckie 2006	Driving growth with new products: common pricing traps to avoid. By: Hogan, John; Luckie, Tom. Journal of Business Strategy, 2006, Vol. 27 issue 2, p54-58, 5p; DOI: 10.1108/JBS-02-2006-002	Pricing practice, Value elicitation, pricing traps	pricing, product development, business development, pricing policy, asset valuation, risk management	three common traps to avoid: - pricing benefits instead of value - managing customer risk with price - failure to manage the post-launch price trajectory			
5			Homburg Krohmer 2006	Englisches Buch			- two basic approaches: skimming and penetration			
6			Hauser, Tellis, Griffin 2006	Research on Innovation: A Review and Agenda for Marketing Science. By: Hauser, John T.; Teller, Gerard J.; Griffin, Abbie. Marketing Science, Nov/Dec2006, Vol. 25 Issue 6, pp57-74, 18p; DOI: 10.1287/mksc.1050.0320	Good Overview of Innovation Research		- innovation is a broad topic and a variety of disciplines address various aspects of innovation including marketing, quality mgmt, operations mgmt, technology mgmt, organizational behaviour, product development, strategic mgmt, and economics. - Bass Model for growth/diffusion of new products Growth Model: S-Shaped curve - Relationship between innovation and success - a positive linear relationship is doubtful			
7				Je innovativer, desto erfolgreicher? - Bert SFX	blabla	degree of innovation, innovative performance, innovation management, innovation monitoring, innovation process, integration of customer into innovation process	- Untersuchen inwieweit die Einbindung von Kunden in den Innovationsprozess tatsächlich einen Beitrag zur Steigerung des Innovationserfolgs leisten kann - Beschreiben den Innovationsprozess - Beschreiben die Kunden die für den Innovationsprozess wichtig sind	Empirical Survey among 310 german (Maschinenbau) companies		- Der Innovationserfolg kann durch Kundeneinbindung deutlich gesteigert werden - Successful innovations involve the customer from generation and concept phase, not so much construction process
8				J Hauschildt, S Salomo - Springer für Betriebswirtschaft, 2005 - Journal für Innovation und Grunder (1996), Kundenorientiertes Innovationsmanagement: Bestandsaufnahme, Erfolgsfaktoren, Instrumente						
9			Thom 1992	Thom, Norbert (1992), Innovationsmanagement, Die Orientierung	Broschüre, befasst sich eher mit der strategischen Management/Organisationsentwicklung					
10			Sattler 2005	Sattler, Henrick 2005, Präferenzforschung für Innovationen, in Handbuch Technologie und Innovationsmanagement	Super Kurzübersicht zu Conjoint etc.		- Übersicht über Methoden der multiattributiven Präferenzmessung (s. 364) - Choice-Based ist die häufigste Conjoint Analyse - revealed preference data methoden haben gegenüber stated preference data methoden aufgrund des unmittelbaren kaufbezugs validitätsvorteile - Bei hochinnovativen Produkten werden die Präferenzen erst bei der eigentlichen Befragung gebildet und sind instabil s. 373 - Verwendung von Plotskunden bei hochinnovativen Produkten, s. 374	Literaturübersicht		- Self-Explicated ist valider als Conjoint auf dem Markt etc. s. 371 - Dies muss nicht sein im Vergleich zu CBC - Verwendung virtueller Produkte erhöht die Vorhersagevalidität von Conjoint
11			Hauschildt 2005	Hauschildt Jürgen 2005, Dimensionen der Innovation, in Handbuch Technologie und Innovationsmanagement	Genauer lesen für Typologisierung von Innovationen	innovation, definition	- Definition des Innovationsbegriffs - 5 Dimensionen von Innovationen	Literaturübersicht		
12			Albers und Gassmann 2005	Sönke Albers, Oliver Gassmann 2005, Technologie- und Innovationsmanagement in Handbuch	Übersicht über Prozess etc.					

Literature table: Example from an article

TABLE 1

EXAMPLES OF CONSUMER CULTURE THEORY RESEARCH CONTEXTS AND THEIR CORRESPONDING THEORETICAL INTERESTS

Context	Author(s)	Points of theoretical contribution
Working class adoption of business education	Allen 2002	A sociological theory of tacit consumer choice
Possessions in a less-developed country (Niger)	Arnould 1989	A cultural theorization of preference formation and the diffusion of innovations
White-water river rafting	Arnould and Price 1993	Defining extended leisure service encounters and its implications for customer satisfaction
Consumers' intergenerational transfer of possessions	Curasi, Price, and Arnould 2004; Price, Arnould, and Curasi 2000	Individual and familial identity formation processes; the dynamics of inalienable wealth
Gift giving and gift reception	Belk and Coon 1993; Fischer and Arnold 1990; Joy 2001; Otnes, Lowrey, and Kim 1993; Ruth, Otnes, and Brunel 1999; Sherry 1983; Wooten 2000	Formation and structuration of a moral economy; age and gender role definition and enactment in consumer society
Reenactments of Mountain Men rendezvous	Belk and Costa 1998	Consumer fantasy, the ritual impulse, and the reformulation of social roles via the enactment of consumer fantasies
Swap meets and flea markets	Belk, Sherry, and Wallendorf 1988; Sherry 1990	Consumer relationships to market structures; sociocultural dynamics of exchange relationships
Death rituals in Ghana	Bonsu and Belk 2003	Postmortem consumer identity work
Sky-diving	Celsi, Rose, and Leigh 1993	A dynamic model of consumer motivations and cultural account of consumer risk taking behaviors
Romanian women's use of cosmetics	Coulter, Price, and Feick 2003	Rethinking the origin and development of brand knowledge and involvement
Consumers who lost money in the Chondra-Za mail order scam	Deighton and Grayson 1995	An empirically based theorization of consumer self-seduction
Five women and their favorite brands	Fournier 1998	A social relationship model of consumer-brand relationships
Thanksgiving dinners; ordinary family dinners	Heisley and Levy 1991; Wallendorf and Arnould 1991	Cultural rituals; construction, maintenance, and negotiation of family relationships through consumption
Homeless women	Hill 1991; Hill and Stamey 1990	Materialism and self-identity in cases of involuntary disposition

Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of consumer research*, 31(4), 868-882.

Literature table: Example from an article

TABLE 1
Previous Research

Studies	Context	Reason for Contagion	Social Position Has Positive Influence on ...					Recommendation for Optimal Seeding Strategy	Empirically Tested Seeding Strategy
			Participation Probability P_i	Used Reach n_i	Expected Number of Referrals R_i	Conversion Rate w_i	Expected number of Successful SR_i		
Coleman, Katz, and Menzel (1966)	Product (low risk)	A, BU, NP	Hub		Hub			Hub	
Becker (1970)	Product (low risk) Product (high risk)	A, BU, NP	Hub Fringe Fringe		Hub Fringe			Hub Fringe Fringe	
Simmel (1950); Porter and Donthu (2008)	Messages Messages	A A							
Watts and Dodds (2007)	—	—	Fringe	Hub	Fringe		Fringe	Fringe	
Leskovec, Adamic, and Huberman (2007)	Product (low risk)	A, BU	Hub	Hub	Hub	Fringe			
Anderson and May (1991); Kemper (1980)	Epidemiology Epidemiology	A A		Hub	Hub		Hub	Hub	
Granovetter (1973); Rayport (1996)	Messages Messages	A A		Bridge	Bridge			Bridge	
Iyengar, Van den Bulte, and Valente (2011)	Product (high risk)	A, BU			Hub	Hub	Hub	Hub	
Study 1	Messages	A	Controlled				✓		Hub, fringe, bridge, random
Study 2	Messages	A					✓		Hub, fringe, bridge, random
Study 3	Product (low risk)	A, BU	✓	✓	✓	✓	✓		Hub, fringe, random

Notes: A = awareness, BU = belief updating, NP = normative pressure, and i = focal individual. Expected number of referrals: $R_i = P_i \times n_i$; Successful number of referrals: $SR_i = w_i \times R_i$.

Hinz, O., Skiera, B., Barrot, C., & Becker, J. U. (2011). Seeding strategies for viral marketing: An empirical comparison. *Journal of Marketing*, 75(6), 55-71.

Literature table (appendix of the term paper)

Mandatory content:

- Author
- Journal
- Year
- Method
- Results

Only the core literature of the paper
is included in the literature table

Possible additional content depending on the topic

- Context of the investigation
- Sample
- Independent variable
- Dependent variable
- ... aspects of particular interest

Creating an outline

- The aim of the outline is to pre-structure the paper roughly
- The rough outline provides the “framework” for writing the paper
- Reformulations, refinements, additions or deletions are possible in the further course of the work
- Adequate level of outline, i.e. in particular, it should not be broken down too deeply (no more than four levels, e.g. 3.1.2.1 should not be broken down into 3.1.2.1.1)
- A “5-way structure” (5 chapters) is recommended
- Actual breakdown
 - When subdividing an upper point, **at least two sub-points** must appear
 - A breakdown for just a few sentences makes no sense

Typical structure of a state-of-the-art article

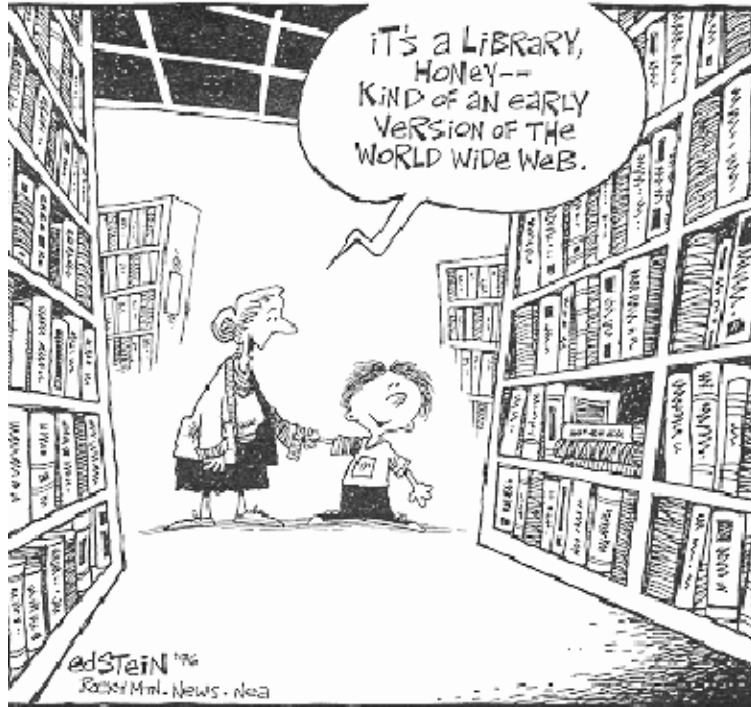
- Title
- Abstract
- Introduction
- Literature overview / presentation of literature streams
- Discussion of Literature Streams
 - „Two-sided discussion“
 - Critical appreciation / comparative discussion
 - Omissions in the literature
- Summary
- Future Research

Example: Völckner, F. (2006), Methoden zur Messung individueller Zahlungsbereitschaften: Ein Überblick zum State of the Art, JfB, 56: 33-60. <http://www.universität-hamburg.de/fachbereiche-einrichtungen/fb03/ihm/RP30.pdf>

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Successful research



Go to the library or contact your contact person at ZHB directly :
Stefan Eicher Engel
(stefan.eicher@zhbluzern.ch)

All about research at ZHB

<http://www.zhbluzern.ch/recherche/fachinfos-tipps/tipps-und-tricks/>

http://www.zhbluzern.ch/recherche/fachinfos-tipps/wirtschaftswissenschaften/#WzQ0OTgsNDQ5NI0=

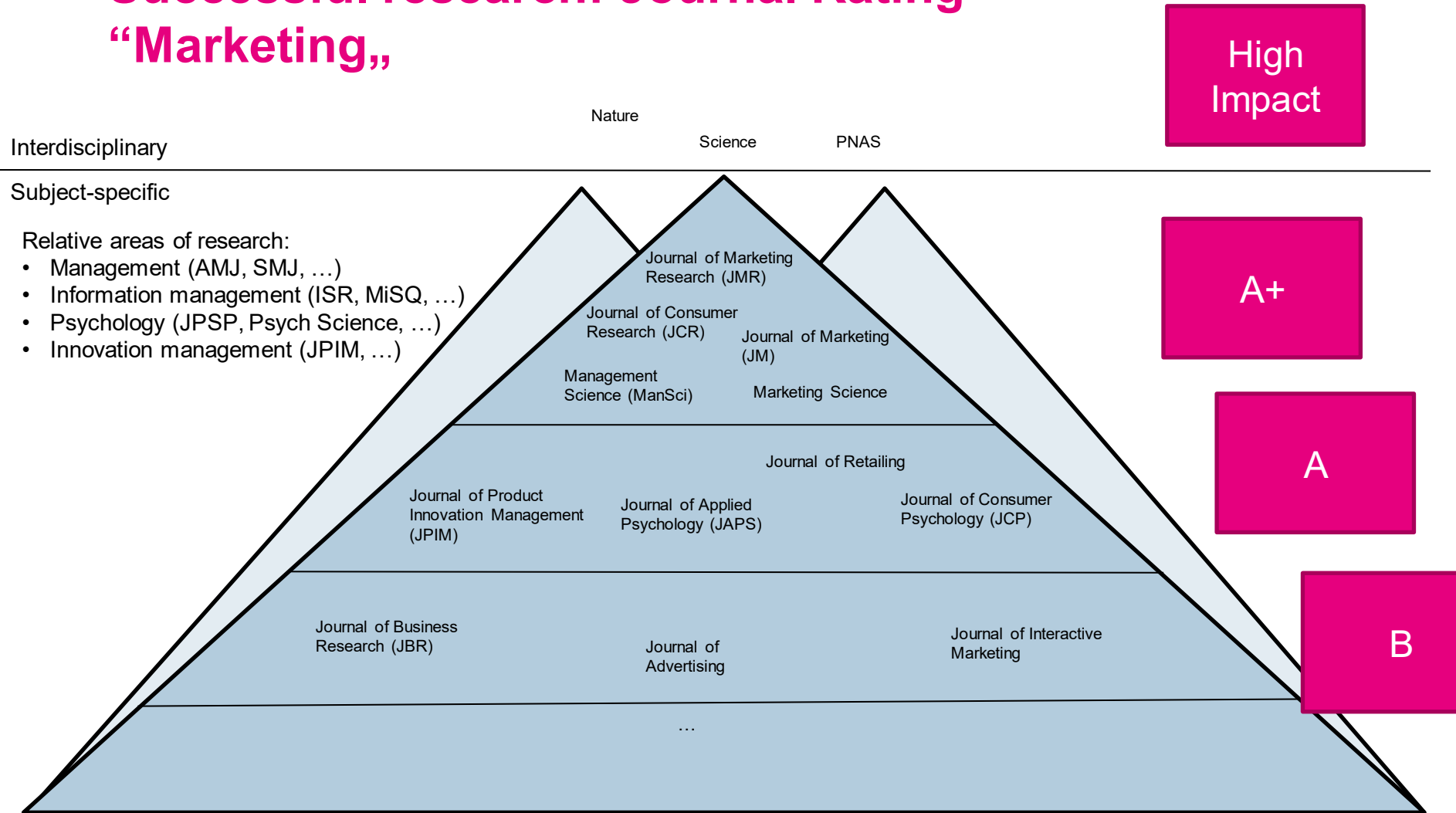
<http://www.anglistik.uni-bonn.de/cartoon.gif>

Successful research

Literature research

- Magazines / articles
 - International
 - German-speaking
- Books
 - Generally scientific
 - Dissertations
 - Habilitations
 - Reference books
 - Compilations


Successful research: Journal Rating “Marketing,,



Successful research

The journal rating can e.g. be found via VHB Jourqual 3:

<https://www.vhbonline.org/vhb4you/vhb-jourqual/vhb-jourqual-3/gesamtliste>

	Über uns	<u>VHB4you</u>	Nachwuchs	Veranstaltungen	WK Fachgruppen	VHB informiert
Journal of Consumer Behaviour	1472-0817	C	MARK			
Journal of Consumer Marketing	0736-3761	C/D	MARK			
Journal of Consumer Policy	0168-7034	C	MARK, NAMA			
Journal of Consumer Psychology	1057-7408	A	MARK			
Journal of Consumer Research	0093-5301	A+	MARK			
Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior	0899-8620	k.R.	MARK			
Journal of Contemporary Accounting & Economics	1815-5669	C	RECH			
Journal of Corporate Accounting and Finance	1044-8136	k.R.	RECH			
Journal of Corporate Finance	0929-1199	B	BA-FI, STEU			
Journal of Credit Risk	1744-6619	B	BA-FI			

Successful research

Recognize the relevance of articles:

- Thematic relevance
- Relation to the research area
 - Journal related to marketing science?
- Awareness and reputation of the magazine
 - Classification (A-, B-, C-Journals; Impact factor or rather citations)
- Currency (date of publication)
- Authors
 - Origin (institution)
 - Expertise in the field of work

Successful research

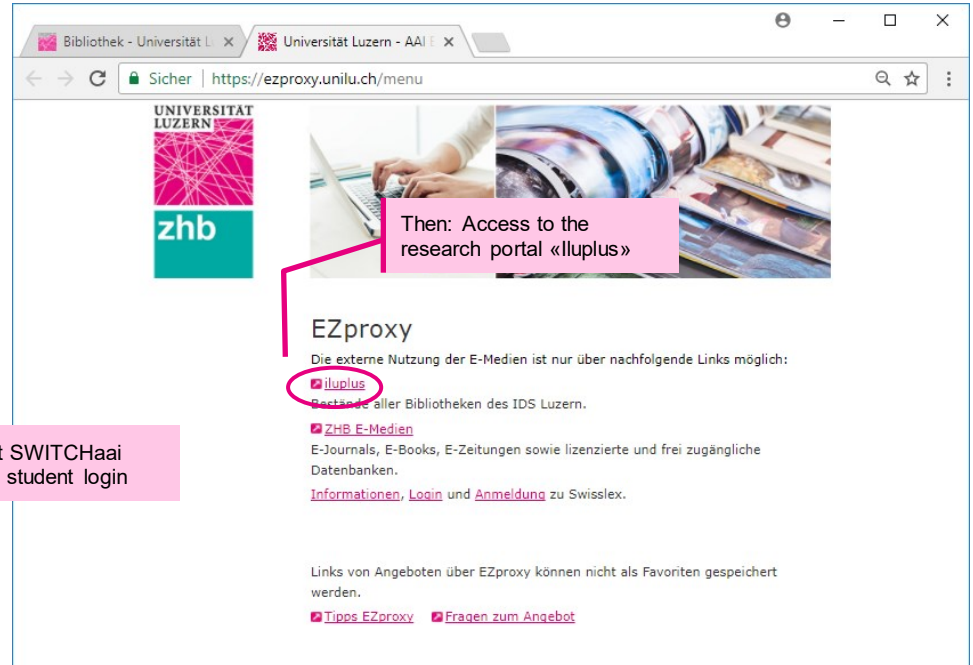
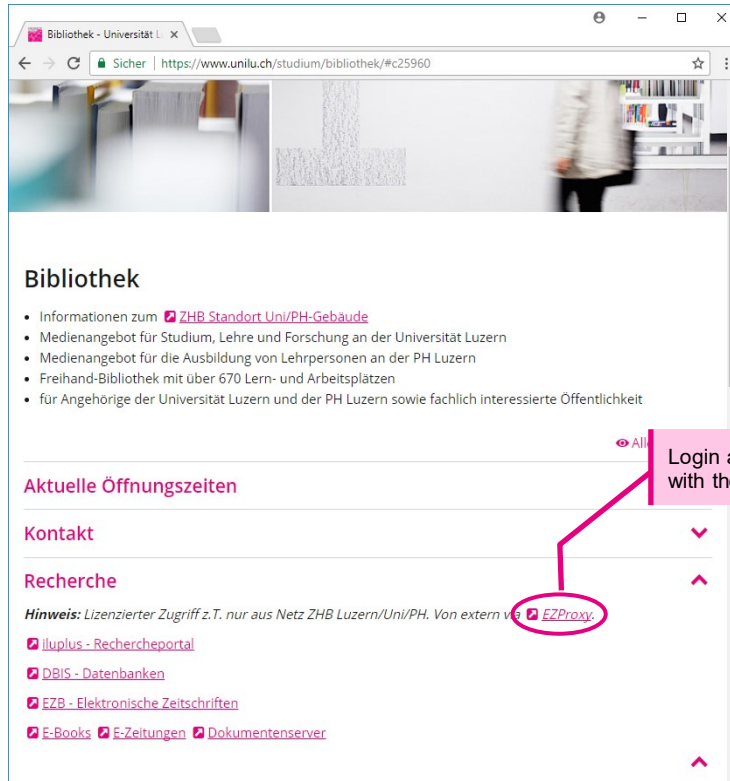
Internet research:

Online databases with **access from computers within the UniLu**

- Google Scholar
 - <http://scholar.google.com>
- Iluplus
 - www.iluplus.ch
- EBSCO (pdf and full text files)
 - Link at <http://search.epnet.com> → EBSCOhost Web → Business Source Premier
- Jstor - „Journal Storage“ (pdf files)
 - www.jstor.org

Successful research

Internet research. Online databases with **home access** with EZproxy

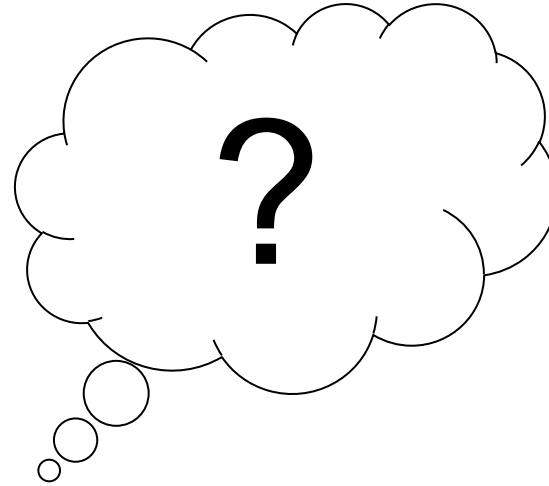


Research tips

- Get a basic idea of the topic ...
What is it all about?
- Identify key words on the topic

How?

- Wikipedia
- Google
- Economics dictionary
- Books
- Etc.



Research tips

Then search in academic journals... e.g. after „viral marketing“ on <https://scholar.google.ch/>

“: search for articles with the term „viral marketing“



Mining knowledge-sharing sites for **viral marketing**

[M Richardson](#), [P Domingos](#) - Proceedings of the eighth ACM SIGKDD ..., 2002 - dl.acm.org

Abstract **Viral marketing** takes advantage of networks of influence among customers to inexpensively achieve large changes in behavior. Our research seeks to put it on a firmer footing by mining these networks from data, building probabilistic models of them, and using

Cited by 1369 Related articles All 32 versions Cite Save More

[PDF] [washington.edu](#)

The dynamics of **viral marketing**

[J Leskovec](#), [LA Adamic](#), [BA Huberman](#) - ACM Transactions on the Web (..., 2007 - dl.acm.org

Abstract We present an analysis of a person-to-person recommendation network, consisting of 4 million people who made 16 million recommendations on half a million products. We observe the propagation of recommendations and the cascade sizes, which we explain by a

Cited by 1841 Related articles All 60 versions Cite Save More

[PDF] [arxiv.org](#)

Viral marketing or electronic word-of-mouth advertising: Examining consumer responses and motivations to pass along email

[JE Phelps](#), [R Lewis](#), [L Mobilio](#), [D Perry](#) - Journal of advertising ..., 2004 - cambridge.org

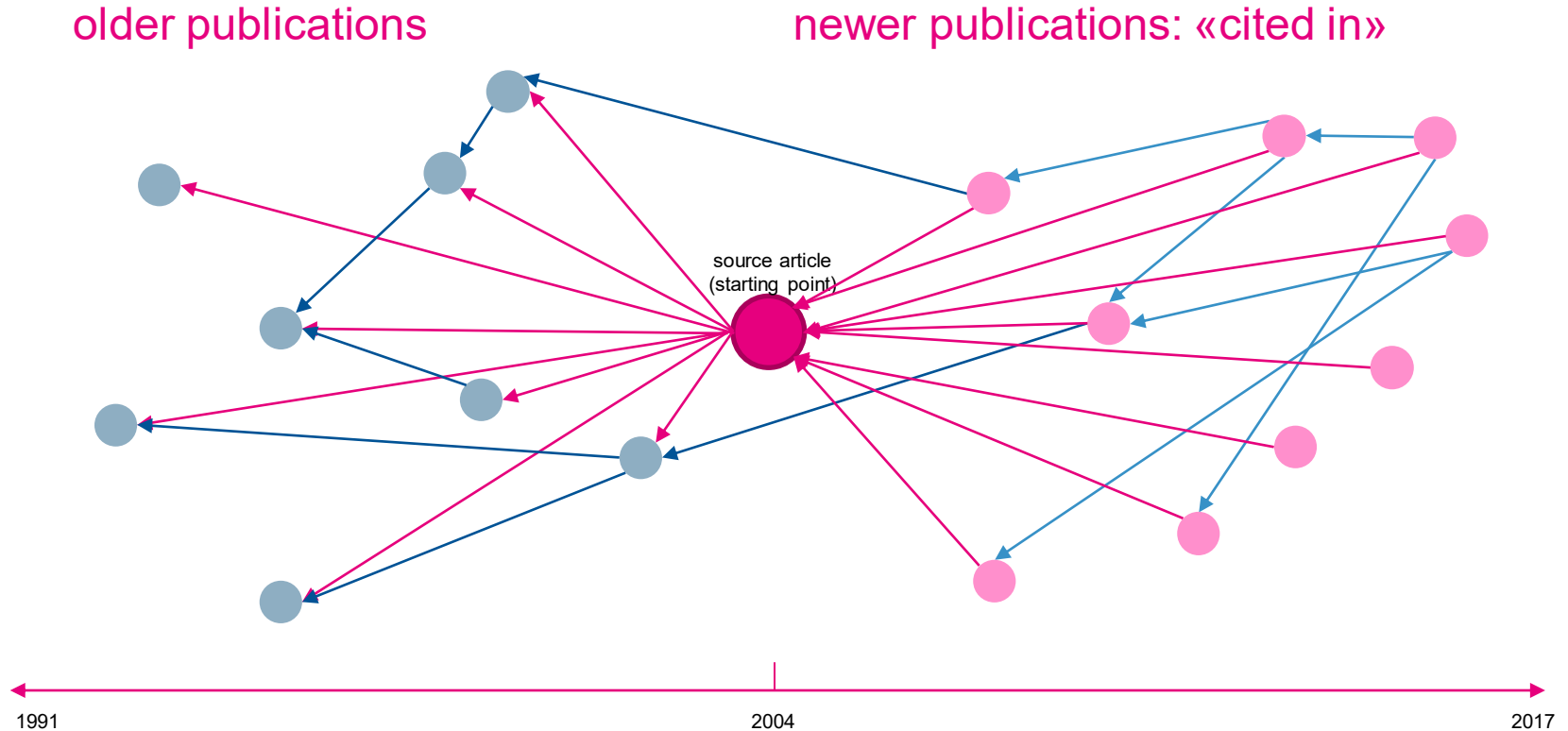
Abstract Although **viral marketing** has garnered a great deal of attention in the trade press, almost nothing is known about the motivations, attitudes, and behaviors of the people (those sending the email to others) that constitute the essential component of any such strategy.

Cited by 948 Related articles All 15 versions Cite Save More

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[ZHB Luzern](#)


Research tips


Search for key articles: Search the „citation tree“, ...




Research tips

... search the „citation tree“, ...

 Google Scholar



 Articles

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Any time

Since 2018

Since 2017

Since 2014

Custom range...

Sort by relevance

Sort by date

☒ include patents

☒ include citations

☒ Create alert

[Mining knowledge-sharing sites for viral marketing](#)
[M Richardson](#), [P Domingos](#) - Proceedings of the eighth ACM SIGKDD ..., 2002 - dl.acm.org
Viral marketing takes advantage of networks of influence among customers to inexpensively achieve large changes in behavior. Our research seeks to put it on a firmer footing by mining these networks from data, building probabilistic models of them, and using these models to ...
☆ 99 Cited by 1537 Related articles All 28 versions 🔗

[The dynamics of viral marketing](#)
[J Leskovec](#), [LA Adamic](#), [BA Huberman](#) - ACM Transactions on the Web ..., 2007 - dl.acm.org
We present an analysis of a person-to-person recommendation network, consisting of 4 million people who made 16 million recommendations on half a million products. We observe the propagation of recommendations and the cascade sizes, which we explain by a ...
☆ 99 Cited by 2046 Related articles All 52 versions Web of Science: 965 🔗

[Viral marketing or electronic word-of-mouth advertising: Examining consumer responses and motivations to pass along email](#)
[JE Phelps](#), [R Lewis](#), [L Mobilio](#), [D Perry...](#) - Journal of advertising ..., 2004 - cambridge.org
Although **viral marketing** has garnered a great deal of attention in the trade press, almost nothing is known about the motivations, attitudes, and behaviors of the people (those sending the email to others) that constitute the essential component of any such strategy ...
☆ 99 Cited by 1056 Related articles All 13 versions Web of Science: 278

[Scalable influence maximization for prevalent viral marketing in large-scale social networks](#)
[W Chen](#), [C Wang](#), [Y Wang](#) - Proceedings of the 16th ACM SIGKDD ..., 2010 - dl.acm.org
Influence maximization, defined by Kempe, Kleinberg, and Tardos (2003), is the problem of finding a small set of seed nodes in a social network that maximizes the spread of influence under certain influence cascade models. The scalability of influence maximization is a key ...
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[PDF] psu.edu

[PDF] arxiv.org

[PDF] academia.edu
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Scientific work - Chair of digital Marketing - Prof. Dr. Reto Hofstetter

38

Research tips

... search the „citation tree“ and narrow down the search ...

The screenshot shows the Google Scholar interface. The search bar at the top contains the text "viral marketing" and is circled in pink. Below the search bar, the left sidebar contains navigation links: Articles, Case law, Profiles, My profile, My library, Alerts, Metrics, Advanced search (circled in pink), and Settings. The main content area displays search results for "viral marketing". The first result is "Viral marketing or electronic word-of-mouth advertising: Examining consumer responses and..." with a sub-link "Search within citing articles" circled in pink. Below this, three more results are visible, each with a title, authors, journal information, abstract, and citation metrics. The results are as follows:

Title	Authors	Journal	Year	Web of Science
Twitter power: Tweets as electronic word of mouth	B.J. Jansen, M. Zhang, K. Sobel...	Journal of the American Marketing Association	2009	644
Effects of word-of-mouth versus traditional marketing: findings from an internet social networking site	M. Trusov, R.E. Bucklin, K. Pauwels	Journal of marketing	2009	655
Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites	S.C. Chu, Y. Kim	International Journal of Advertising	2011	316

Research tips

... search the „citation tree“ and narrow down the search, e.g. only articles in the Journal of Marketing (A+ Journal) ...

The screenshot shows a Google Scholar search interface. The main search bar contains the text "viral marketing". Below the search bar, the results are listed under the heading "Articles". The first result is "Viral marketing or electronic word-of-mouth advertising: Examining consumer responses and..." by BJ Jansen, M Zhang, K Sobel, et al., published in the Journal of the American Marketing Association, 2009. The second result is "Twitter power: Tweets as electronic word of mouth" by BJ Jansen, M Zhang, K Sobel, et al., published in the Journal of the American Marketing Association, 2009. The third result is "Effects of word-of-mouth versus traditional marketing: findings from a social networking site" by M Trusov, RE Bucklin, K Pauwels, published in the Journal of Marketing, 2009. The fourth result is "Determinants of consumer engagement in electronic word-of-mouth social networking sites" by SC Chu, Y Kim, published in the International Journal of Advertising, 2011. The fifth result is "Determining influential users in internet social networks" by M Trusov, AV Bodapati, RE Bucklin, published in the Journal of Marketing, 2010.

An "Advanced search" overlay is visible on the right side of the screen. It contains the following fields:

- Find articles**
 - with all of the words
 - with the exact phrase
 - with at least one of the words
 - without the words
- where my words occur**
 - ☒ anywhere in the article
 - ☐ in the title of the article
- Return articles authored by** (with a text input field)
- Return articles published in** (with a text input field containing "Journal of Marketing")
- Return articles dated between** (with two text input fields for year and month)

Research tips

... search for further articles by the same author ...

Google Scholar

source:"Journal of Marketing"

Articles About 25 results (0.05 sec)

Any time
Since 2018
Since 2017
Since 2014
Custom range...

Sort by relevance
Sort by date

☒ include citations

Viral marketing or electronic word-of-mouth advertising: Examining consumer responses and...
☒ Search within citing articles

Effects of word-of-mouth versus traditional marketing: findings from an internet social networking site [PDF] jstor.org
ZHB Luzern
M Trusov, RE Bucklin, K Pauwels - *Journal of marketing*, 2009 - journals.ama.org
The authors study the effect of word-of-mouth (WOM) marketing on member growth at an Internet social networking site and compare it with traditional marketing vehicles. Because social network sites record the electronic invitations from existing members, outbound WOM ...
☆ 99 Cited by 2202 Related articles All 23 versions Web of Science: 655

Not all fun and games: Viral marketing for utilitarian products [PDF] ama.org
ZHB Luzern
C Schulze, L Schöler, B Skiera - *Journal of Marketing*, 2014 - journals.ama.org
The success of products such as FarmVille has prompted many firms to engage in viral marketing on Facebook and other social media websites. Yet is the viral marketing approach adopted for games suitable for other, more utilitarian products? This study aims to answer ...
☆ 99 Cited by 130 Related articles All 5 versions Web of Science: 43

Determining influential users in internet social networks [PDF] jstor.org
ZHB Luzern
M Trusov, AV Bodapati, RE Bucklin - *Journal of Marketing* ..., 2010 - journals.ama.org
The success of Internet social networking sites depends on the number and activity levels of their user members. Although users typically have numerous connections to other site members (ie, "friends"), only a fraction of those so-called friends may actually influence a ...
☆ 99 Cited by 680 Related articles All 7 versions Web of Science: 221

Neural correlates of susceptibility to group opinions in online word-of-mouth recommendations [PDF] upenn.edu
ZHB Luzern
CN Cascio, MB O'Donnell, J Bayer ... - *Journal of Marketing* ..., 2015 - journals.ama.org
The present study examines the relationship between social influence and recommendation decisions among adolescents in the new media environment. Participants completed the App Recommendation Task—a task that captures neural processes associated with making ...
☆ 97 Cited by 38 Related articles All 6 versions Web of Science: 13

Research tips

... search for further articles by the same author ...

≡ Google Scholar



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[Social media marketing](#) [search engine marketing](#) [social networks](#) [clickstream analysis](#)
[electronic word-of-mouth](#)

TITLE	CITED BY	YEAR
Effects of word-of-mouth versus traditional marketing: findings from an internet social networking site M Trusov, RE Bucklin, K Pauwels <i>Journal of marketing</i> 73 (5), 90-102	2202	2009
Determining influential users in internet social networks M Trusov, AV Bodapati, RE Bucklin <i>Journal of Marketing Research</i> 47 (4), 643-658	680	2010
The value of social dynamics in online product ratings forums WW Moe, M Trusov <i>Journal of Marketing Research</i> 48 (3), 444-456	450	2011
Estimating aggregate consumer preferences from online product reviews R Decker, M Trusov <i>International Journal of Research in Marketing</i> 27 (4), 293-307	224	2010
Modeling indirect effects of paid search advertising: Which keywords lead to more future visits? OJ Rutz, M Trusov, RE Bucklin <i>Marketing Science</i> 30 (4), 646-665	92	2011
Zooming in on paid search ads—A consumer-level model calibrated on aggregated data OJ Rutz, M Trusov <i>Marketing Science</i> 30 (5), 789-800	83	2011
Estimating the dynamic effects of online word-of-mouth on member growth of a social network site M Trusov, RE Bucklin, K Pauwels <i>Journal of Marketing</i> 73 (5), 90-102	59	2009

Research tips

- Do not get lost in the flood of insignificant papers ...
- Structure the papers thematically
- Avoid citing internet sources!!!
 - Wikipedia is good for understanding, but not quotable

Submission of the papers

For the term papers;

- Send the paper only in electronic form (PDF) to the supervisor (incl. registration form). In agreement with the supervisor, the paper must also be submitted in printed form.

For the bachelor thesis;

- Send the paper only in electronic form (PDF) to the supervisor. In agreement with the supervisor, the paper must also be submitted in printed form.
- Send the paper in electronic form to the dean's office (including registration form).

Further information...

Guideline to the faculty's papers

https://www.unilu.ch/fileadmin/fakultaeten/wf/Dekanat/Dok/Reglemente_Merkblaetter/LF_Schriftliche_Arbeiten_V5.pdf

Meet deadlines!

The specified dates are binding. Deviations are only permitted as an exception by submitting a medical certificate.